



**WEWS**

# ORDER

Flight Dates **09/04/12-09/10/12**

Contract / Revision      **309817 /**      **OH US SEN MANDEL 9.4-9.10**

Original Date / Revision  
08/31/12    09/10/12      Agency Com    15%  
Billing Contact

Advertiser **Mandel / Republican / US Se**  
**7669 Stagers Loop**  
**Delaware, OH 43015**

Agency    **Strategic Media Placement**

Buying Contact  
  
**7669 Stagers Loop**  
**Delaware, OH 43015**  
  
Sales Office    WEWSL  
Sales Region   LOC  
Agency Ref

Order Sep      00:30:00

Estimate #      **2645**

Alt Order #

Billing Type      Cash

Order Type      GENERAL

Billing Cycle      EOM/EOC

Billing Calendar BROADCAST

Demographic    A35+

Rev Codes      POL      POL      CAND

Product Codes PL

Priority      P-1

Advertiser Ref

Primary Account Executive  
WEWS Local Political

Account Executive	Order%	Start Date	End Date
WEWS Local Political	100%		

Order Share 100% Market Value 28975

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WBNX	%	0
WDLI	%	0
WEAO	%	0
WGGN	%	0
WJW	%	0
WKYC	%	0
WMFD	%	0
WOAC	%	0
WOIO	%	0
WQHS	%	0
WUAB	%	0
WVIZ	%	0
WVPX	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	32	\$24,628.75	\$28,975.00	0.00	08/27/12	09/10/12	32	\$24,628.75	\$28,975.00
<b>Totals</b>	<b>32</b>	<b>\$24,628.75</b>	<b>\$28,975.00</b>	<b>0.00</b>					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WEWS	09/04/12	09/10/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	:30	1	\$850.00	P-1	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-T-----					1	\$850.00		0.00			
		Week: 09/10/12	09/16/12	-----					0	\$0.00		0.00			
N 2	WEWS	09/04/12	09/10/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00



**WEWS**

Print Date: 09/24/12

Page 2 of 4

Contract / Revision     **309817**     Flight Dates **09/04/12-09/10/12**

Hiatus Dates

Original Date / Revision   08/31/12/   09/10/12

Order Sep   00:30:00

Advertiser   **Mandel / Republican / US S**   Product **OH US SEN MANDEL 9.4-9.**   Estimate #   **2645**

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 2	WEWS	09/04/12	09/10/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	:30	1	\$175.00	P-3	0.00 NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/03/12	09/09/12	-----					0	\$0.00		0.00		
Week:		09/10/12	09/16/12	M-----					1	\$175.00		0.00		
N 3	WEWS	09/04/12	09/10/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	MTWTF--	:30	1	\$850.00	P-1	0.00 NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/03/12	09/09/12	---T---					1	\$850.00		0.00		
Week:		09/10/12	09/16/12	-----					0	\$0.00		0.00		
N 4	WEWS	09/10/12	09/10/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	M-----	:30	1	\$175.00	P-3	0.00 NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/10/12	09/16/12	M-----					1	\$175.00		0.00		
N 5	WEWS	09/10/12	09/10/12	M-F 9-10a M-F 9-10a	CM	9-10a	M-----	:30	1	\$175.00	P-3	0.00 NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/10/12	09/16/12	M-----					1	\$175.00		0.00		
N 6	WEWS	09/10/12	09/10/12	M-F 12-1230pm News M-F 12p News	CM	12-1p	M-----	:30	1	\$175.00	P-3	0.00 NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/10/12	09/16/12	M-----					1	\$175.00		0.00		
N 7	WEWS	09/04/12	09/04/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	-T-----	:30	1	\$850.00	P-2	0.00 NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/03/12	09/09/12	-T-----					1	\$850.00		0.00		
N 8	WEWS	09/04/12	09/10/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	MTWTF--	:30	1	\$300.00	P-3	0.00 NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/03/12	09/09/12	-----					0	\$0.00		0.00		
Week:		09/10/12	09/16/12	M-----					1	\$300.00		0.00		
N 9	WEWS	09/04/12	09/10/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	MTWTF--	:30	1	\$1,100.00	P-2	0.00 NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/03/12	09/09/12	-T-----					1	\$1,100.00		0.00		
Week:		09/10/12	09/16/12	-----					0	\$0.00		0.00		
N 10	WEWS	09/04/12	09/10/12	M-SU 11-1135P Late News M-SU 11-1135P Late News	CM	11-1135p	-T-----	:30	1	\$2,400.00	P-1	0.00 NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/03/12	09/09/12	-T-----					1	\$2,400.00		0.00		
Week:		09/10/12	09/16/12	-----					0	\$0.00		0.00		
N 11	WEWS	09/07/12	09/10/12	M-F 1135p-1202a Nightlir M-F 1135p-1202a Nightlir	CM	1135p-1207x	M--F--	:30	1	\$300.00	P-3	0.00 NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/03/12	09/09/12	----F--					1	\$300.00		0.00		
Week:		09/10/12	09/16/12	M-----					1	\$300.00		0.00		
N 12	WEWS	09/04/12	09/10/12	SA GMA 8-9a SA GMA 8-9a	CM	8-9a	-----S-	:30	1	\$175.00	P-3	0.00 NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/03/12	09/09/12	-----S-					1	\$175.00		0.00		
Week:		09/10/12	09/16/12	-----					0	\$0.00		0.00		
N 13	WEWS	09/04/12	09/10/12		CM	8-9a	-----S	:30	1	\$250.00	P-3	0.00 NM	1	\$250.00



**WEWS**

Print Date: 09/24/12

Page 3 of 4

Contract / Revision      **309817**      Flight Dates **09/04/12-09/10/12**

Hiatus Dates

Original Date / Revision    08/31/12/    09/10/12

Order Sep    00:30:00

Advertiser    **Mandel / Republican / US S**    Product **OH US SEN MANDEL 9.4-9.**    Estimate #    **2645**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				SU GMA 8-9A											
				SU GMA 8-9A											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S					1	\$250.00		0.00			
		Week: 09/10/12	09/16/12	-----					0	\$0.00		0.00			
N 14	WEWS	09/07/12	09/07/12	ABC Friday Prime	CM	20/20	----F--	:30	1	\$1,400.00	P-3	0.00	NM	1	\$1,400.00
				Friday Prime		(9:00 PM-11:00 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	----F--					1	\$1,400.00		0.00			
N 15	WEWS	09/04/12	09/10/12	M-F GMC 6-7a	CM	6-7a	MTWTF--	:15/:15	1	\$850.00	P-1	0.00	BK	1	\$850.00
				M-F GMC 6-7a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	---T---					1	\$850.00		0.00			
		Week: 09/10/12	09/16/12	-----					0	\$0.00		0.00			
N 16	WEWS	09/04/12	09/10/12	M-F GMA 7-9a	CM	7-9a	-TW----	:15/:15	2	\$850.00	P-1	0.00	BK	2	\$1,700.00
				M-F GMA 7-9a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-TW----					2	\$850.00		0.00			
		Week: 09/10/12	09/16/12	-----					0	\$0.00		0.00			
N 17	WEWS	09/04/12	09/10/12	M-F 9-10a	CM	9-10a	MTWTF--	:15/:15	2	\$700.00	P-1	0.00	BK	2	\$1,400.00
				M-F 9-10a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-T-T---					2	\$700.00		0.00			
		Week: 09/10/12	09/16/12	-----					0	\$0.00		0.00			
N 18	WEWS	09/04/12	09/10/12	M-F 12-1230pm News	CM	12-1p	--W----	:15/:15	1	\$700.00	P-2	0.00	BK	1	\$700.00
				M-F 12p News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	--W----					1	\$700.00		0.00			
		Week: 09/10/12	09/16/12	-----					0	\$0.00		0.00			
N 19	WEWS	09/04/12	09/10/12	M-F 5-6p News	CM	5-6p	--W----	:15/:15	1	\$850.00	P-2	0.00	BK	1	\$850.00
				M-F 5-6p News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	--W----					1	\$850.00		0.00			
		Week: 09/10/12	09/16/12	-----					0	\$0.00		0.00			
N 20	WEWS	09/05/12	09/05/12	M-F 6-630p News	CM	6-630p	--W----	:15/:15	1	\$1,100.00	P-2	0.00	BK	1	\$1,100.00
				M-F 6-630p News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	--W----					1	\$1,100.00		0.00			
N 21	WEWS	09/10/12	09/10/12	M-F 6-630p News	CM	6-630p	M-----	:15/:15	1	\$400.00	P-3	0.00	BK	1	\$400.00
				M-F 6-630p News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	M-----					1	\$400.00		0.00			
N 22	WEWS	09/04/12	09/10/12	SU 6-630p News	CM	6-630p	-----S	:15/:15	1	\$800.00	P-2	0.00	BK	1	\$800.00
				SU 6-630p News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S					1	\$800.00		0.00			
		Week: 09/10/12	09/16/12	-----					0	\$0.00		0.00			
N 23	WEWS	09/04/12	09/10/12	M-F 7-730p	CM	7-730p	--W----	:15/:15	1	\$2,000.00	P-2	0.00	BK	1	\$2,000.00
				7-730p Wheel											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	--W----					1	\$2,000.00		0.00			
		Week: 09/10/12	09/16/12	-----					0	\$0.00		0.00			

